

# Marketing

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*We also offer a free 30-day trial period followed by a quarterly or annual service contract.*

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## **Problems**

Marketing communications should play an essential role not only from a promotional point of view but also in the generation of qualified prospects for their sales team. The key people work hard and much to organize brainstorming sessions and focus groups, and to conceive and validate concepts. It also goes for press conferences while launching products that sometimes last for several weeks. Finally, each and every effort disappears like smoke and the people have to begin again without being able to capitalize their exchanges and use them over and over again.

## **Solution**

The marketing team announces on their WEB site the online presentations (WEBinar), for which the visitors have to register in advance. The brainstorming sessions among colleagues, the focus groups, press conferences, and product launching are done long distance during web conferences. In addition, these events are completely recorded, both voice and images, and then copied by different means and placed on the WEB site, the local network, and on CD or DVD in order to be reused or replayed for new prospects, employees, and partners.

## **Results**

The added advantage of WEBinars is that the participants are identified as qualified beforehand. It's only later on that they are considered as prospects for the sales team - this produces better "closing" performance from the team. The time devoted to events is significantly reduced. The response rate of the prospects is faster. The audio-visual archives integrated through the years represent priceless collateral material that can support sales. In addition, we have the power of multimedia to the performance of polymedia, on different kinds of supports, regardless of the time.